

## ABSTRACT OF THE DISCLOSURE

Deterioration of picture quality is prevented even in a transmission environment in which errors easily occur. A block significance determining section produces block significance for each 5 block as an encoding unit according to predetermined evaluation indices. A map generator generates a refresh map signal representing priority of refresh processing for each block according to the block significance. An adaptive refresh signal generator generates a refresh signal by referring to the refresh priority indicated by the refresh map 10 signal and an allowed block count of blocks for the refresh processing. A moving picture encoding section conducts an intra-frame encoding operation for a block specified by the refresh signal and appropriately selects and executes an intra-frame encoding operation or inter-frame forecast encoding operation for blocks not specified by the refresh 15 signal.